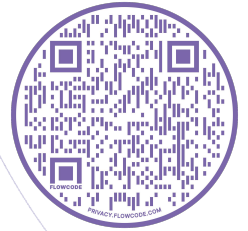




TREATING  
YOU  
RIGHT

# MiyoHAZE White

## Multi-functional Composite Powder

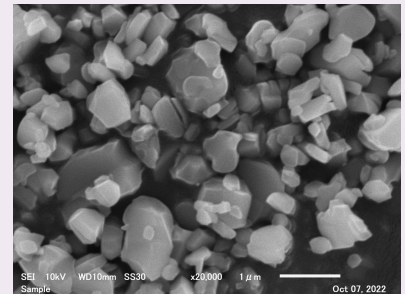


- Very High Opacity Wet or Dry
- High Refractive Index
- Soft Focus Composite
- Blocks IR Rays
- Smooth Texture

### GENERAL INFORMATION

Chemists often have difficulty finding high opacity, pure white powders for their formulations that remain true to color in both wet and dry conditions, a key point to developing liquid foundations. To combat this, Miyoshi America has developed MiyoHAZE White, an innovative, multi-functional opacifying powder that can be used in a wide range of cosmetic products. MiyoHAZE White's unique properties display both wet and dry color fidelity with high opacity resulting in a soft-focus effect in the end formulation.

MiyoHAZE White can also be surface treated to provide additional value-added benefits such as strong hydrophobicity, high coverage, and enhanced feel.

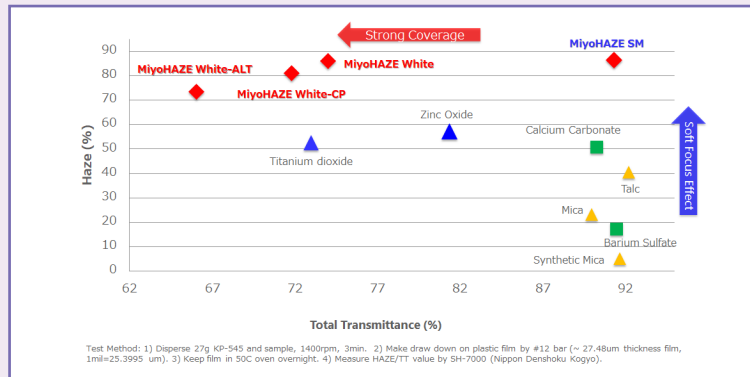


MiyoHAZE White SEM Picture

**INCI NAME: Magnesium Potassium Titanate**

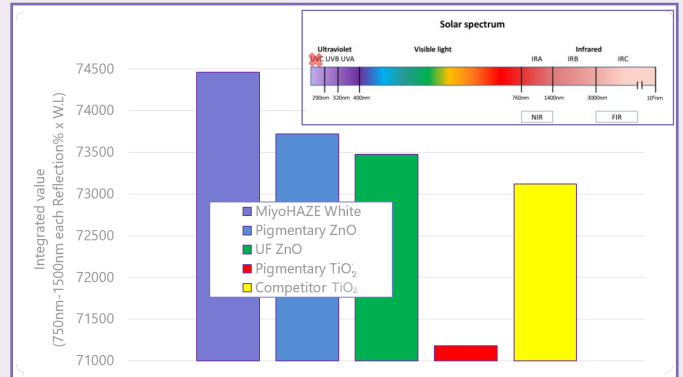
### SOFT FOCUS

\*1 Treated With ALT



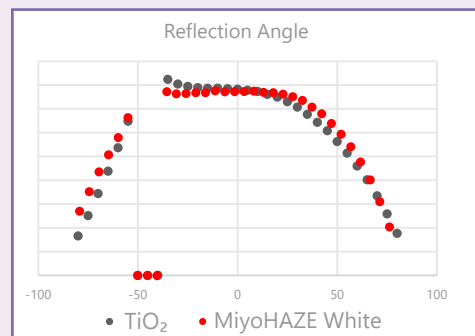
MiyoHAZE White's high opacity and high haze results in a unique combination of strong coverage (opacity) and high soft focus effect in the end formulation.

### IR BLOCKING



MiyoHAZE White blocks infrared light, an invisible light to the human eye which is known to induce a significant production of free radicals in the dermis and diminish the skin's antioxidant capacity

### REFLECTION ANGLE



Goniophotometer Pattern of MiyoHAZE White

MiyoHAZE White's unique platelet shape and crystal component and structure creates a light reflection angle shape similar to Titanium Dioxide. MiyoHAZE White's high refractive index also translates to a higher means of blocking infrared light, thereby protecting the skin.

### Available Product Lineup

**MiyoHAZE White - ACT**  
**INCI: Magnesium Potassium Titanate (and) Triethoxycaprylylsilane**

**MiyoHAZE White - CP**  
**INCI: Magnesium Potassium Titanate (and) Cetyl Phosphate**

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# MiyoHAZE White

## Multi-functional Composite Powder

### Cream Foundation (Mocha)

UCF-0005

A soft, natural covering foundation with a light texture.

	Trade Name	INCI Name	Function	Supplier	%
<b>A</b>	PERFORMALENE™ M 90 WAX	Synthetic Wax	Stabilizer	Baker Hughes Incorporated.	2.00
	Dermol™ IPP	Isopropyl Palmitate	Emollient	ALZO International Inc.	21.02
	PERFORMALENE™ 400	Polyethylene	Stabilizer	Baker Hughes Incorporated.	3.00
	N.F. White Beeswax	Beeswax	Stabilizer	Koster Keunen	2.00
	DOWSIL™ 556 Cosmetic Grade Fluid	Phenyl Trimethicone	Emollient	Dow Chemical - Home and Personal Care	25.53
	KSG-16	Cyclopentasiloxane (and) Dimethicone Crosspolymer	Emollient	Shin-Etsu Silicones of America	7.00
	Rheopearl® KL2	Dextrin Palmitate	Viscosity Modifier	Miyoshi America, Inc.	4.00
			Total		100.00
<b>B</b>	MiyoHAZE White-ALT	Magnesium Potassium Titanate (and) Triethoxycaprylylsilane	Opacifier	Miyoshi America, Inc.	3.00
	PRIMROSE-Red	Iron Oxides (and) Silica	Pigment	Miyoshi America, Inc.	6.50
	PRIMROSE-Yellow	Iron Oxides (and) Silica	Pigment	Miyoshi America, Inc.	8.65
	PRIMROSE- Black	Iron Oxides (and) Silica	Pigment	Miyoshi America, Inc.	5.85
	NAI-Unipure Blue LC686	Ultramarines (and) Disodium Stearoyl Glutamate (and) Aluminum Hydroxide	Pigment	Miyoshi America, Inc.	4.55
	SB-300	Silica	Texture Modifier	Miyoshi America, Inc.	1.59
	MiyoFEEL SXI-L	Mica (and) Silica (and) Hydrogenated Lecithin (and) Calcium Chloride	Texture Modifier	Miyoshi America, Inc.	5.53
			Total		100.00

#### Procedure:

1. Mix phase A with a propeller mixer @ 500 rpm and heat to 90°C until waxes are dissolved.
2. Remove from propeller mixer, continue heating, and mix Phase B into Phase A. Begin homogenizing at 4500 rpm for 10 minutes.
3. Remove from homogenizer, continue heating and begin mixing with the propeller mixer again at 200-300 rpm to remove air bubbles. (about 20 minutes)
4. Pour mixture into desired pans or molds and let them cool. Once cooled, add to desired packaging.

### Pressed Powder

UPF-0019

A nice, pressed powder with a creamy feel and natural coverage.

	Trade Name	INCI Name	Function	Supplier	%
<b>A</b>	Kaolin 2000C	Kaolin	Filler	KaMin Performance Minerals	9.16
	AMIHOPE® LL	Lauroyl Lysine	Texture Modifier	Ajinomoto Health & Nutrition North America, Inc.	10.00
	MiyoFEEL SXI-L	Mica (and) Silica (and) Hydrogenated Lecithin (and) Calcium Chloride	Texture Modifier	Miyoshi America, Inc.	20.00
	PURITY® 21C	Zea Mays (Corn) Starch	Texture Modifier	Nouryon	10.30
	SB-300	Silica	Texture Modifier	Miyoshi America, Inc.	3.00
	MiyoHAZE White-ALT	Magnesium Potassium Titanate (and) Triethoxycaprylylsilane	Opacifier	Miyoshi America, Inc.	3.00
	MiyoNAT OLV-Red	Iron Oxides (and) Hydrogenated Olive Oil Stearyl Ester	Pigment	Miyoshi Ameica, Inc.	9.75
	MiyoNAT OLV-Yellow	Iron Oxides (and) Hydrogenated Olive Oil Stearyl Ester	Pigment	Miyoshi America, Inc.	12.98
	MiyoNAT OLV-Black	Iron Oxides (and) Hydrogenated Olive Oil Stearyl Ester	Pigment	Miyoshi America, Inc.	6.83
	NAI-Unipure Blue LC686	Ultramarines (and) Disodium Stearoyl Glutamate (and) Aluminum Hydroxide	Pigment	Miyoshi America, Inc.	8.78
			Total		100.00
<b>B</b>	Floraesters® 30	Jojoba Esters	Emollient	Floratech®, a Cargill Company	0.20
	Lexgard® OE 90	Caprylyl Glycol (and) Ethylhexylglycerin	Preservative	INOLEX Incorporated	1.00
	PELEMOL® CCC	Coco-Caprylate/Caprate	Emollient	Phoenix Chemical, Inc.	1.42
	Florasun® 90	Helianthus Annuus (Sunflower) Seed Oil	Emollient	Floratech®, a Cargill Company	1.42
	SOFTISAN® 649	Bis-Diglyceryl Polyacyladipate-2	Emollient	IOI Oleo GmbH	1.42
	Risonol 20SP	Octyldodecanol	Emollient	Miyoshi America, Inc.	0.74
			Total		100.00

#### Procedure:

1. Weigh Phase A into a blender and blend on high for 1½ minutes.
2. Add Phase B to a beaker and begin warming to 65°C while stirring with a stir bar.
3. Once Phase B reaches temperature and all thicker materials have become fluid, add Phase B to Phase A.
4. Blend with a blender on high for 2 minutes. Scrape the sides if necessary and blend another 20 seconds.
5. Press powder into desired pans and glue into packaging.



Soft Focus



Natural Coverage



Enhanced Feel

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